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APR-15TH 2004
Chennai, India

Re: CAN-SPAM Act Rulemaking, Project No. R411008

To the Commissioners,

Your efforts to fight unsolicited bulk email are much appreciated. There's a problem, however, in the proposed plans, as they stand. Specifically, I'm worried about the requirement for merchants to maintain suppression lists.

While there are certainly some benefits to a system like this, I urge you to relook at the planned system before implementing it as policy. The problems and costs associated are significant, as is the potential to damage consumers and businesses alike.

Requirement of the use of suppression lists will seriously damage many of the legitimate publications available on the net. My specific concern is for harm to publishers who require permission from the consumer prior to adding them to any list.

Certainly CAN-SPAM wasn't intended to hurt these folks, most of whom are legitimate, concerned business people. But they will be most affected adversely by this act.

And with the lack of proper understanding of the reasons a person requests to unsubscribe from a list, it is possible many consumers will face difficulties as well. Not to mention the possibility of spammers getting their grubby hands on suppression lists!

I was quite surprised at the potential problems this ruling could involve, and urge you in the strongest possible terms to reconsider its implementation in light of these problems,

Respectfully,

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